



## Hoosier Ag Today Celebrates First Year

(Clermont, IN-September 18, 2007) As Indiana farmers went to the field to harvest the 2006 crop, there was a great deal of anticipation and uncertainty in the air. Growers were anticipating higher corn prices, and the market was uncertain if US growers could produce enough corn to meet the growing demand of the ethanol industry. There was also a new voice on the airwaves, that of Hoosier Ag Today. On September 18, 2006 Hoosier Ag Today began broadcasting its unique programming on 20 radio stations across the state. Hosted by veteran farm broadcaster Gary Truitt, Hoosier Ag Today filled a void in Indiana agricultural communications.

Hoosier Ag Today focuses on the dynamic growth taking place in Hoosier agriculture. "It has been a year of amazing growth and change for HAT and for Indiana Agriculture," said Truitt. Prompted by record prices, Indiana corn farmers produced a record crop, estimated by USDA at over 1 billion bushels. Hoosier Ag Today also experienced unexpected growth this past year adding 10 new stations to its station line up. Shortly after launching the Hoosier Ag Today radio programs, HAT launched its multi-media web site, [www.whoosieragtoday.com](http://www.whoosieragtoday.com). This site included the *Official Podcast of Indiana Agriculture*. Early in 2007, Hoosier Ag Today began publication of a daily e-mail newsletter. This free publication now reaches farmers and agri-business professionals with the latest news about Indiana agriculture. As work began on a new Farm Bill, HAT obtained a Capitol Hill correspondent to keep Indiana farm families up to date on the latest developments on the Farm Bill, energy legislation, immigration reform, and other issues that impact their lives.

Using the latest in wireless and digital technology, Hoosier Ag Today has been able to take its show on the road, broadcasting from major agricultural events across the state. From field days, and renewable fuel plant openings, to conventions and trade shows, Hoosier Ag Today has covered the news as it happens throughout Hoosier Agriculture.

Sponsorship support for HAT has also been amazing. "We have seen both national and Indiana sponsors eagerly support this new approach in farm broadcasting," said Truitt. As HAT begins its second year, several new sponsors have signed on ensuring continued growth of HAT.

Plans for the future include expansion of the broadcast staff, continued addition to the HAT station list, and several *new-media* offerings to stay on top of the new communication trends in agriculture. The next year will be one of continued growth and change for Indiana agriculture with the expansion of livestock production and more ethanol plants coming on-line in the state. It will also be another year of growth for Hoosier Ag Today, "We are positioned to report on these changes and to serve the informational needs of Hoosier agriculture," said Truitt. "HAT invites its listeners, stations, and sponsors to follow the changes and developments that take place in the coming year."

For more information  
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